

P A S S P O R T

LAUNCH ANALYSIS

	DECEMBER	
	Ontario	London
Total Cigarettes	2,396.40 ①	70.56 ②
Passport Total Volume	.10 ③	3.40
Passport Total Shares	* 0.13 ④	0.03 0.98
Kingsize Shares	* 0.13	0.02 0.72
Regular Shares	-	0.01 0.26
	1.0042	

	JULY - DECEMBER	
	Ontario	London
Total Cigarettes	10,469.30	345.49
Passport Total Volume	.10	3.40
Passport Total Shares	* 0.13 ④	0.03 0.98
Kingsize Shares	* 0.13	0.02 0.72
Regular Shares	-	0.01 0.26

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